



**US Army Corps
of Engineers**

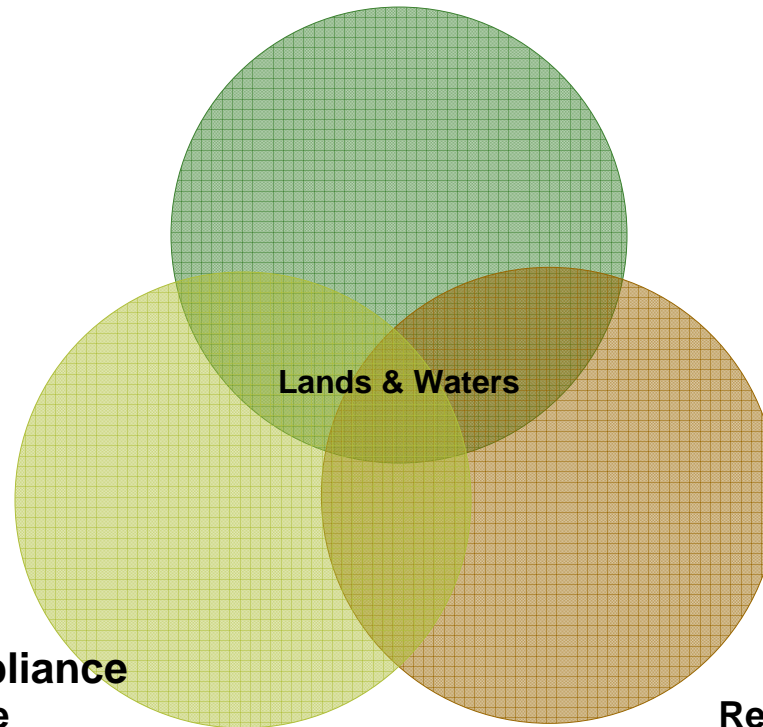
Natural Resources Management People & the Environment

Managing Today--Shaping Tomorrow

**Mary Coulombe, Chief NRM
Environment & Natural Resources Conference
October 31, 2007**

Environmental Stewardship

**12 Million acres
ES Business Line**

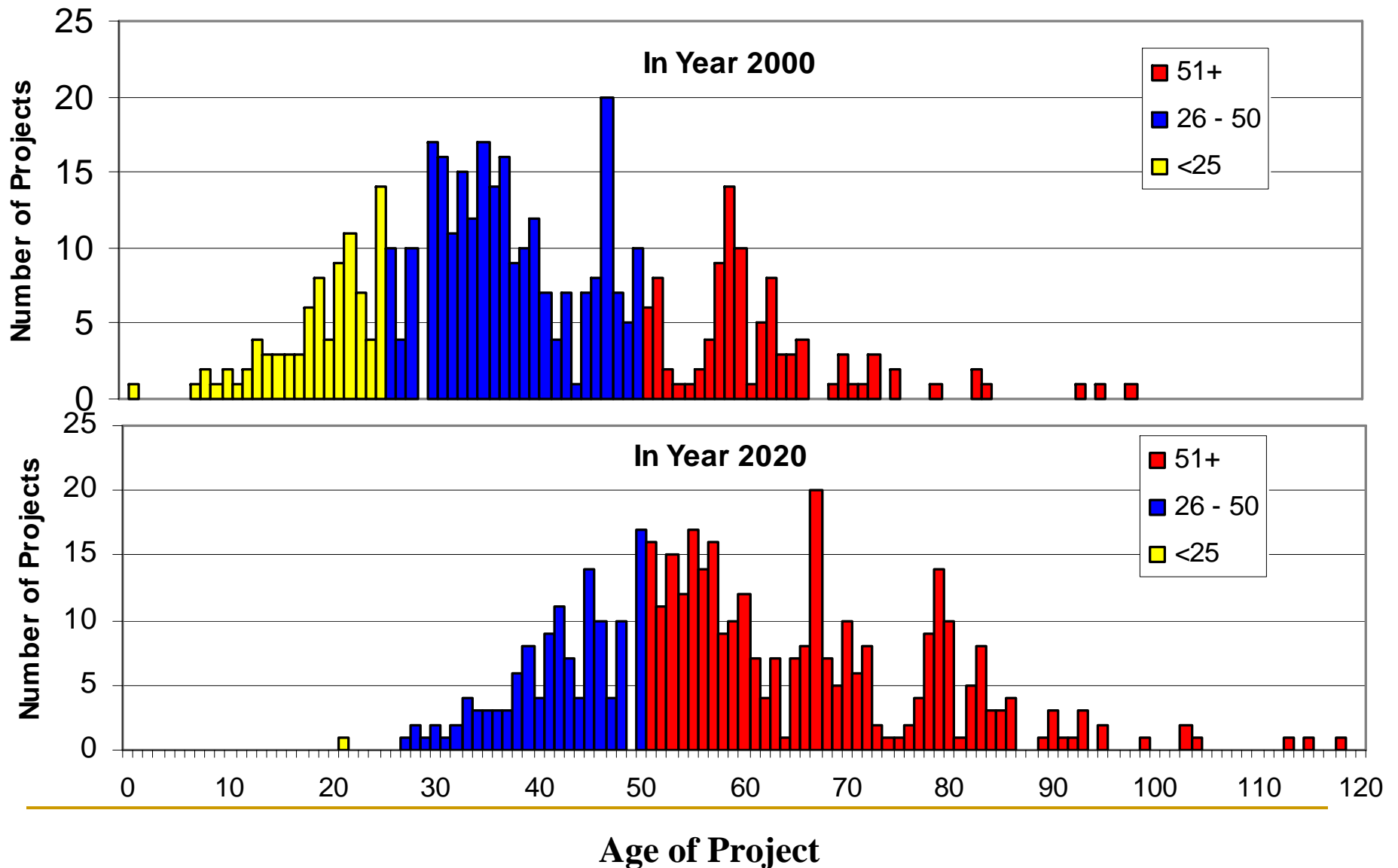


Environmental Compliance
EC Business Line

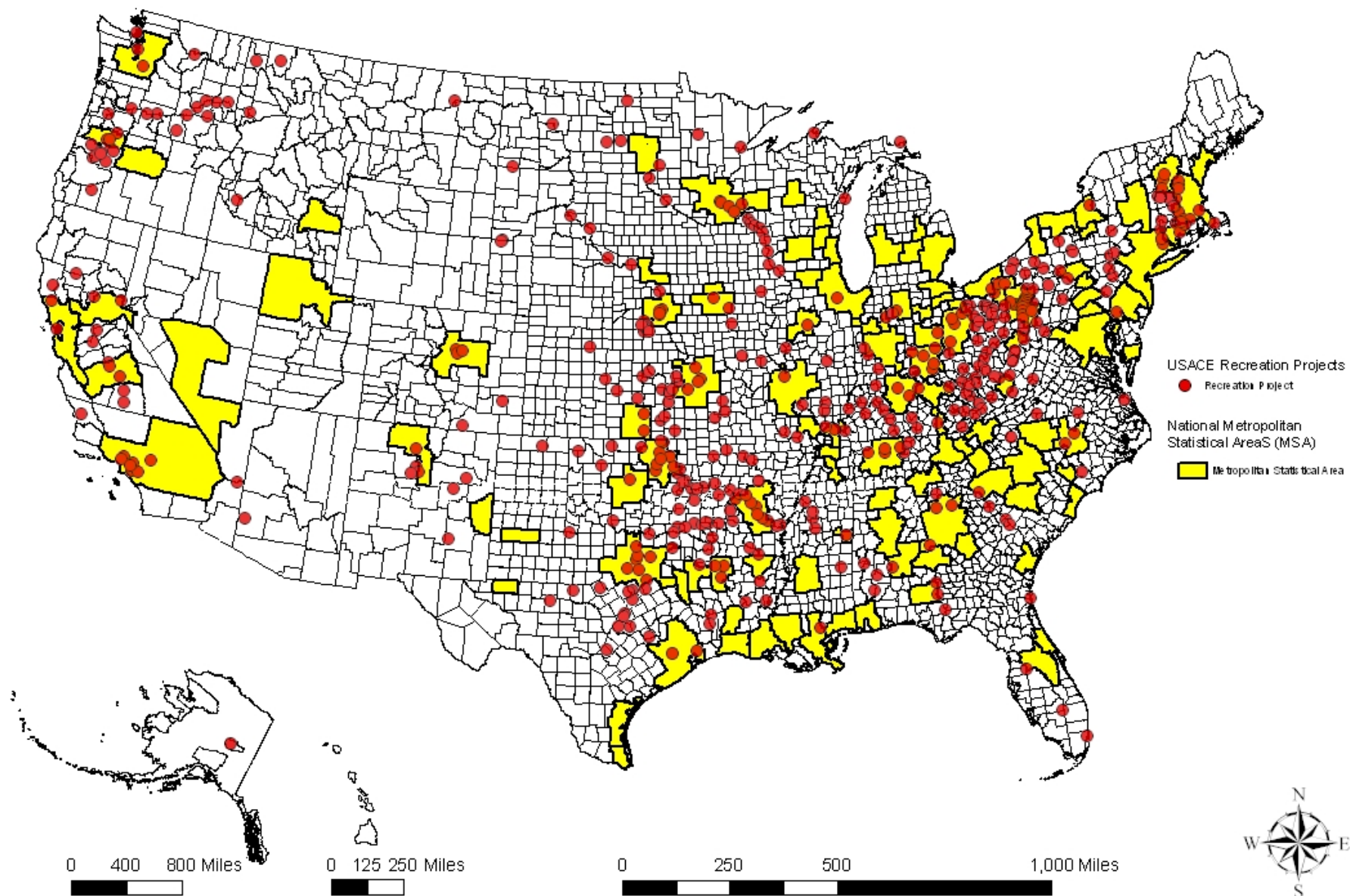
Recreation
Recreation Business Line

**Natural Resources
Community of Practice**

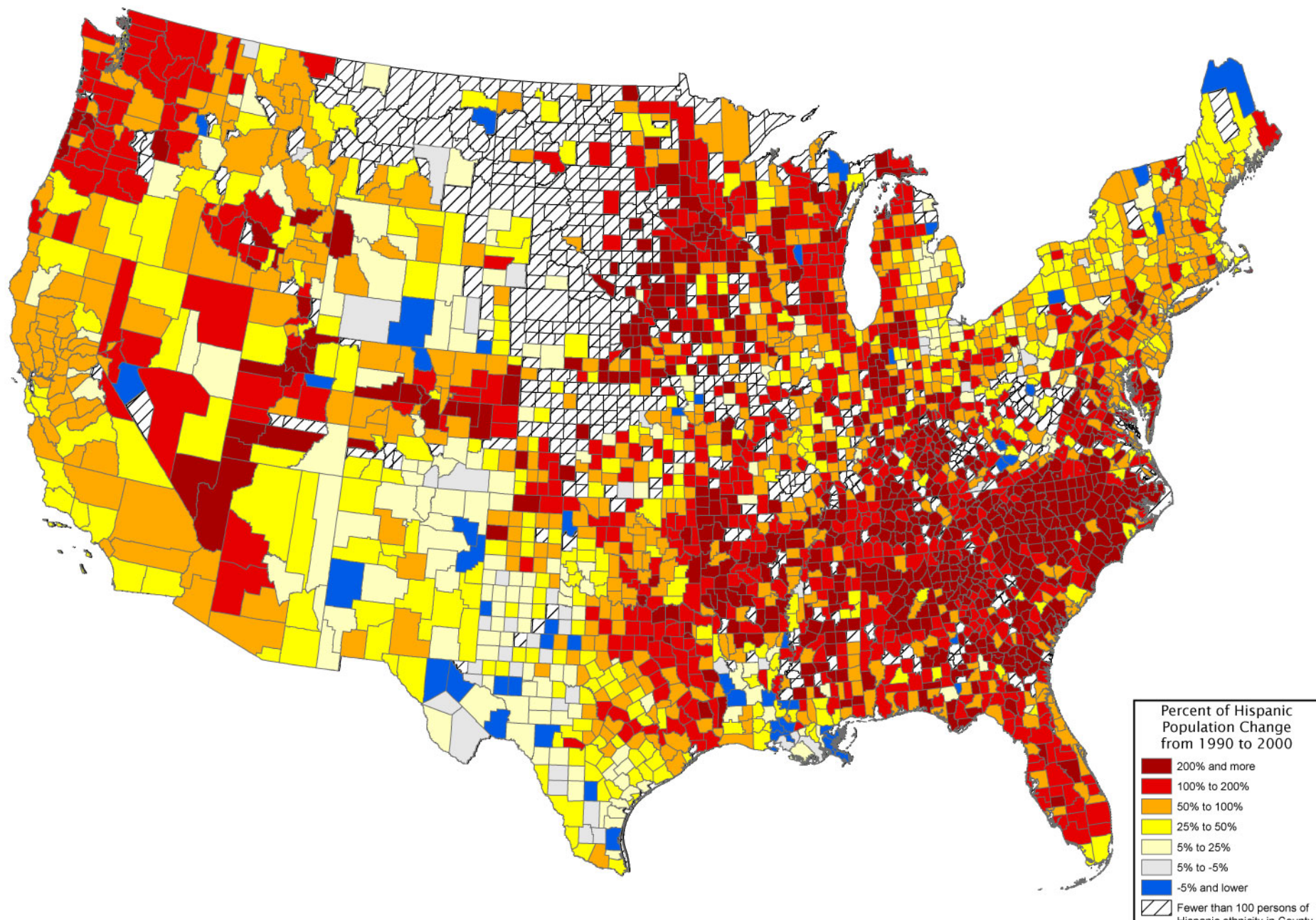
Age Distribution Of Corps Projects



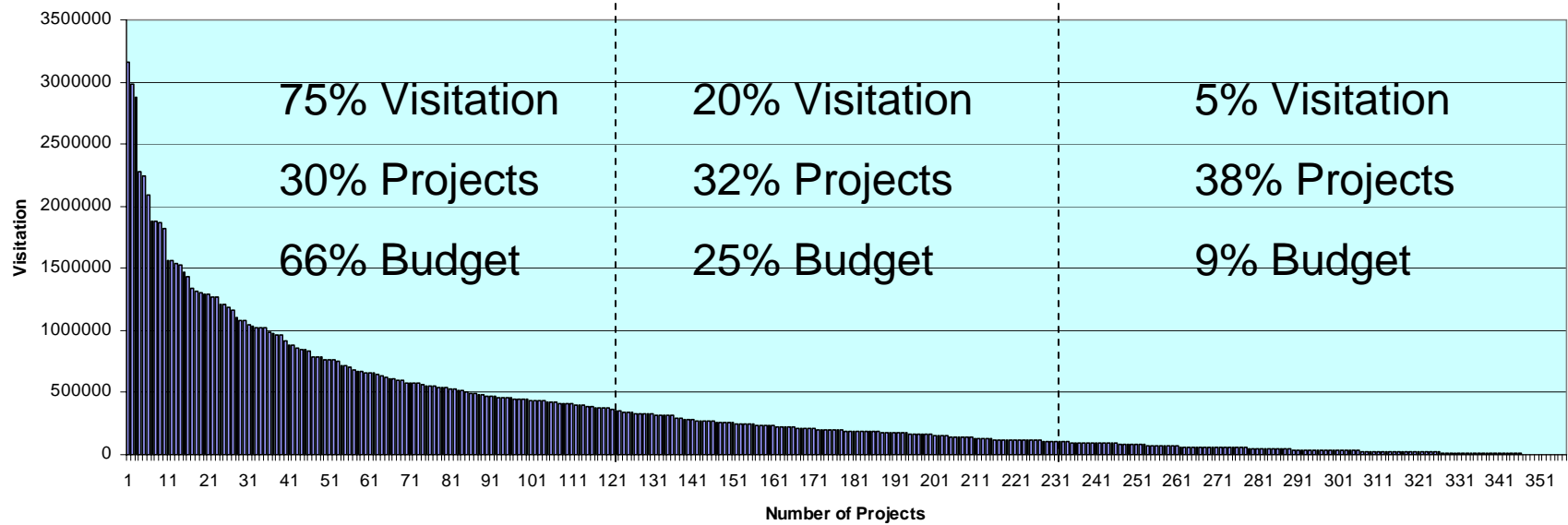
USACE Recreation Projects with National Metropolitan Statistical Areas (MSA)



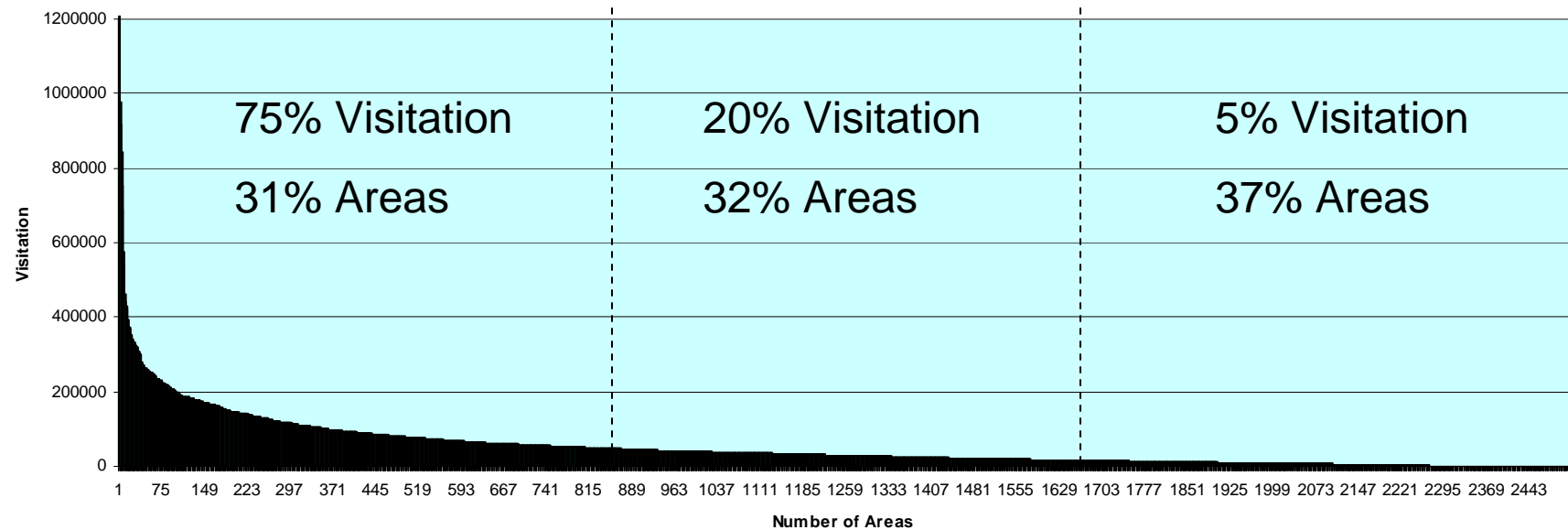
Percent of Hispanic Population Change, 1990 - 2000



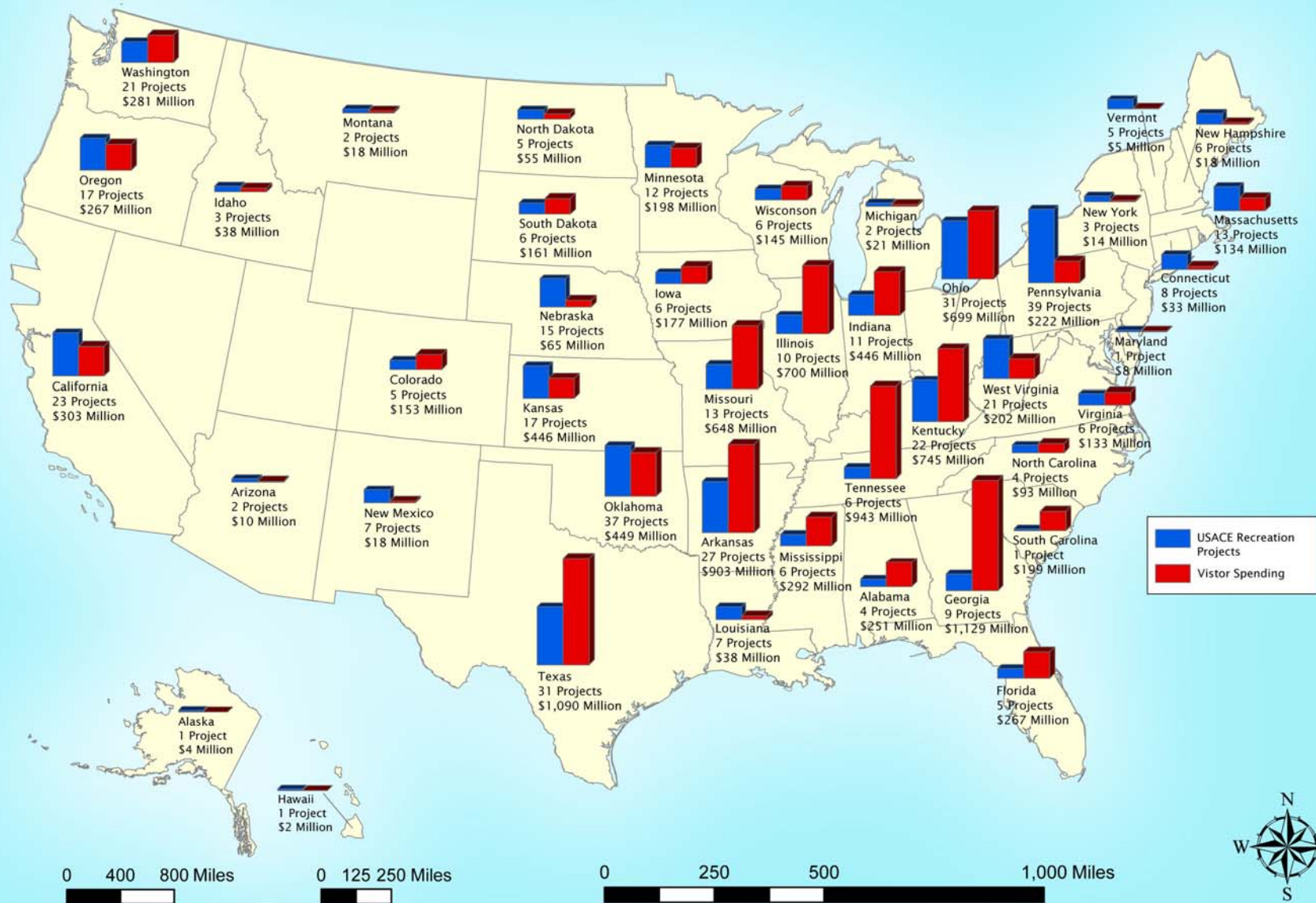
Visitation at Projects (CE managed areas)



Visitation at Corps Managed Areas



Number of Corps Recreation Projects Visitor Spending on Trips to Corps Lakes



Nationally Significant Natural & Cultural Resources

- 4.3 million acres with significant waterfowl use or potential
 - 1.7 million acres of waterfowl habitat areas of major concern
 - 133 projects participating in recovery of 53 species
 - 23 Important Bird Areas (designated by Audubon Society/ American Bird Conservancy)
 - 56,000 cultural resources sites--1500 listed on National Register of Historic Places, 9800 eligible for listing
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Current Situation...

Nothing You Don't Already Know

- Declining budgets (inflation & funding)
 - Increasing visitation—demands
 - Fewer feet on the ground
 - Low visibility and low national political support
 - High support from local communities
 - Disconnect with other Federal agencies
-

NRM—Key Program Issues

- Recreation

- Where should we operate and who should we serve?

- Environmental Stewardship

- How do we meet our land stewardship and conservation mandates?

- Environmental Compliance

- How do we ensure compliance and safe management of our facilities?
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What Can We Do?

Build on Our Comparative Advantages

- **Water-Based/place-based**
 - **Green/Open space—environmental values, e.g. wildlife, water filtration, undeveloped**
 - **Active outdoor opportunities**
 - **Accessible to Millions**
 - **High visitor satisfaction**
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More Emphasis...

- **Unify & Promote Overarching Themes**
 - Healthy Lifestyles
 - Environmentally Responsible
 - Economically important
 - **People want a vision and outcomes**
 - **Communications and Marketing**
 - **Don't be shy—People can't help us unless they know what we need**
 - **Partnerships**
 - **Integrate with other Corps programs**
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Communication, Communication, Communication...

- **Expand Our Advocate Base**
 - ❑ Elected and Community Leaders
 - ❑ Media
 - ❑ Visitors
 - ❑ Associations, Non-Profits, Foundations, Rotary, Chambers of Commerce, etc.
 - **“The So-What Factor”**
 - ❑ Tell people what it means to them, in their words
 - **Raise Public Visibility & Recognition**
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We Can:

- Analyze Program budget and allocation processes
- Pursue New legislation-FLREA, NRRS, Partnership Authorities
- Look at changes in regs and policies—e.g. Shoreline fees
- Expand Partnerships-leverage funding
- Inventories and plans—what we have, what we can accommodate
- Build Communication and Marketing strategies

(We Can't Keep Doing the Same Things and Expect Different Results)

